

ada

DIGITAL CONFERENCE

Indonesia in Focus

UNLEASH YOUR
DIGITAL MARKETING
POTENTIAL BY
LEARNING DATA AND
TECH STRATEGIES

xo●
How to Transform Your CX
WITH WHATSAPP CHATBOTS

xo●
Leveraging Data
**TO UNLOCK
IMPACTFUL RESULTS**



xo●
Win Ramadan 2022 with
OMNICHANNEL STRATEGY

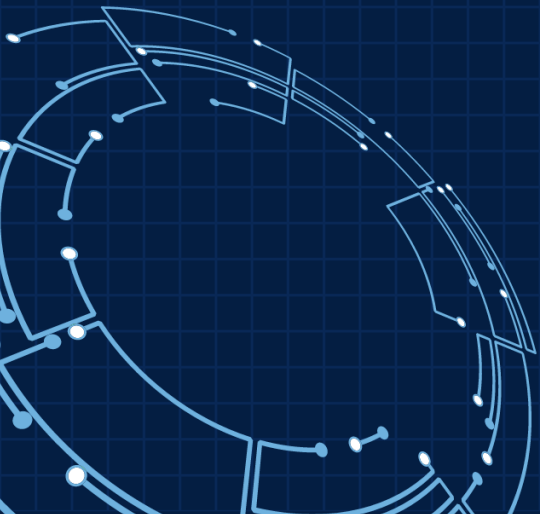
xo●
Sustain Your
eCommerce Momentum
**AND DRIVE SALES
ALL-YEAR LONG**

time date **THURSDAY** JAN/27/2022

time **[01.30 – 05.45 PM (GMT+7)]**



***What a Next-Level
Digital Strategy Needs in 2022***



Keynote speech

***What a Next-Level Digital
Strategy Needs in 2022***



Suraj Sivaprasad

Managing Director, ADA in Indonesia

CONTEXT AROUND US

x o ●

Rising marketing spends leading to higher cost of customer acquisition and customer retention

COMPETITIVE ENVIRONMENT

x o ●

Fast adoption of disruptive technologies leading to a surge in emerging IT solutions

TECHNOLOGY PROLIFERATION

x o ●

Increased skills gap for driving digital and data maturity

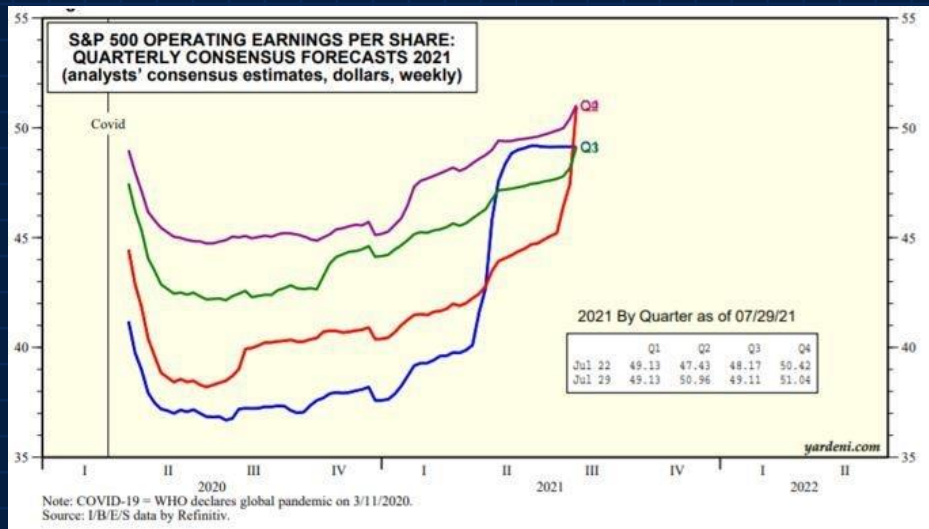
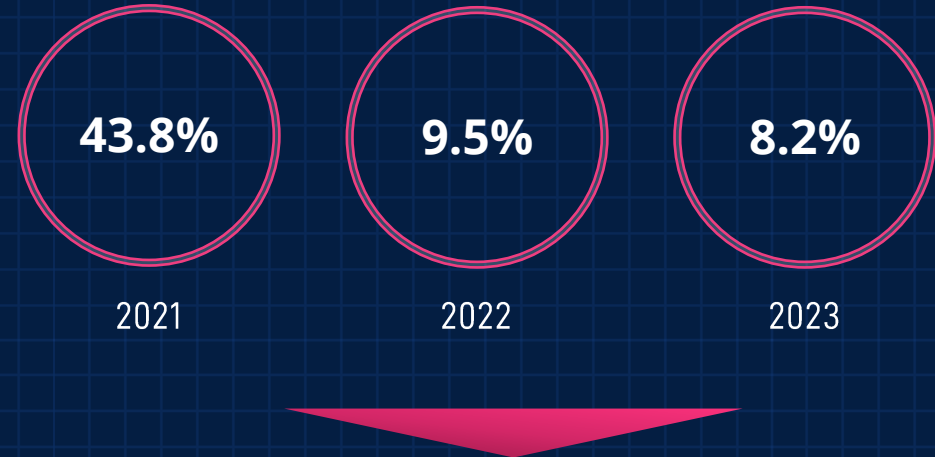
WAR FOR DIGITAL TALENT

HIGHER CORPORATE PROFITABILITY

Higher earnings growth leading to expanded marketing budgets



ESTIMATED EARNINGS GROWTH IN S&P 500



IMPLICATIONS FOR 2022

- Expanded marketing budgets
- Stiff competition for digital consumers
- Higher cost of customer retention

TECHNOLOGY IS ABUNDANT AND AFFORDABLE

Technology solutions have proliferated from 947 solutions to 8,000!

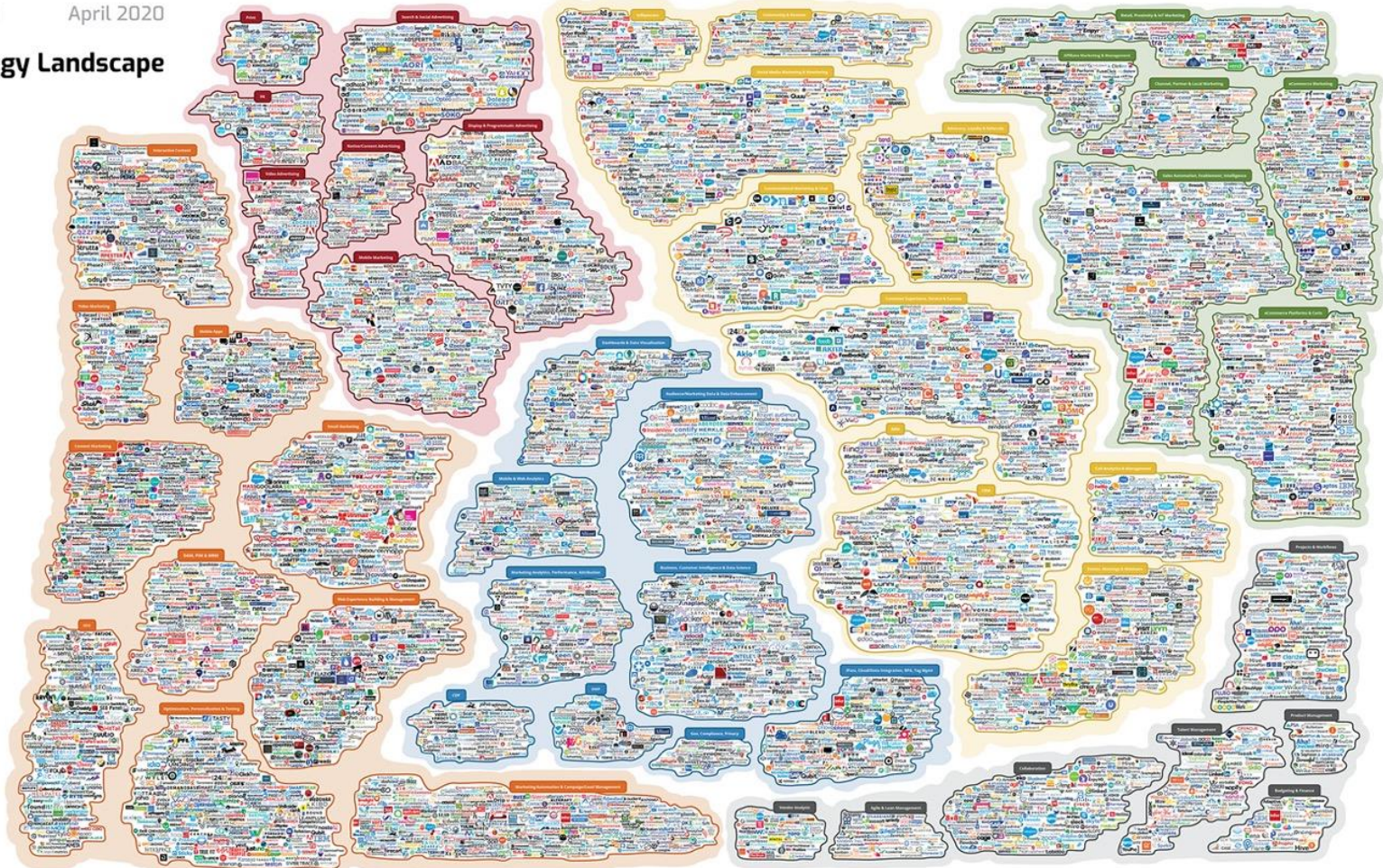


April 2020

Marketing Technology Landscape The Martech 5000

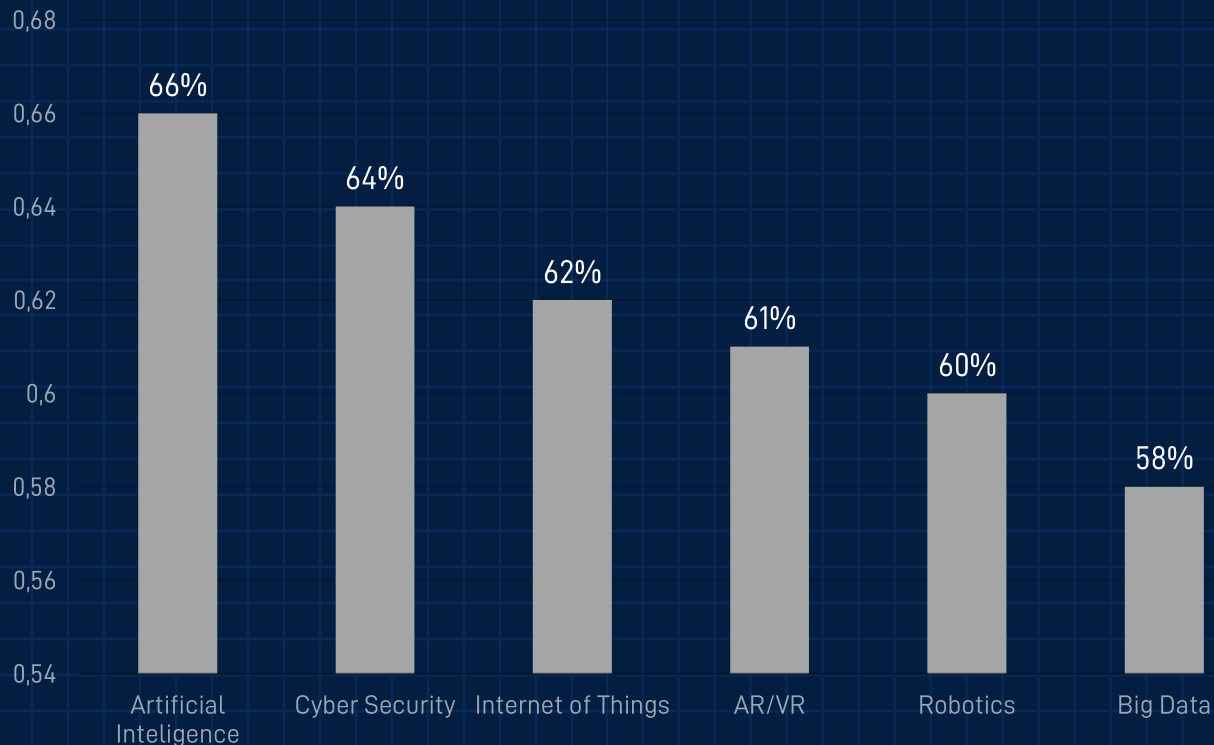
Total Solutions	8,000
Advertising & Promotion	922
Content & Experience	1,936
Social & Relationships	1,969
Commerce & Sales	1,314
Data	1,258
Management	601

Access all the data of this landscape & more at martech5000.com



HYPER DEMAND FOR DIGITAL TALENT

Demand vs available talent in digital and data



86%

Planned to increase or maintain hiring as a result of the pandemic.

69%

of global organisations struggle to find talent with the right technical skills.

Source:

<https://managementevents.com/news/mind-the-talent-gap-bridging-the-it-shortage/>

<https://www.gartner.com/en/newsroom/press-releases/2019-01-17-gartner-survey-shows-global-talent-shortage-is-now-the-top-emerging-risk-facing-organizations>

<https://www.manpowergroup.com/workforce-insights>

A PERFECT STORM HAS ENGULFED THE CMO



Every customer interaction is via digital



Every brand is a media owner



Every data point is actionable

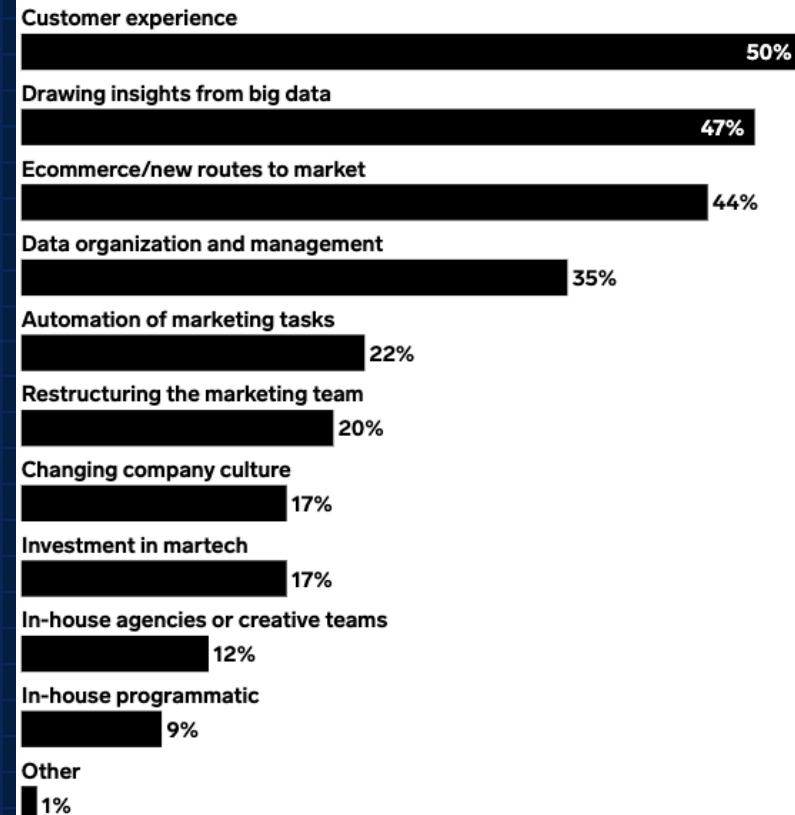
Business leaning in to digital engagements / transformation

Less expensive tech enabling the platform ecosystem

Data, with media & creative, being activated more aggressively

Which Elements of Digital Transformation Will Be Most Important to Client-Side Marketers and Agency Executives Worldwide in 2021?

% of respondents



Source: WARC, "The Marketer's Toolkit 2021," Dec 1, 2020

YOUR 2022 MARKETING PLAN



DIGITAL BLUEPRINT

Drive end-to-end Data & Digital Maturity for tangible business outcomes.



AI INVESTMENT

Throw out the old playbook and start experimenting with AI tools for greater accuracy and impact.



PREPARING FOR BEYOND

Prepare for a new digital realm as the industry continues to transform.



X O ●

***THE DIGITAL BUILDING
BLOCKS EVERY MARKETER
IS PUTTING TOGETHER***

X O ●

X O ●

MAJOR DIGITAL TRANSFORMATION NEEDS

Digital Marketing Transformation is rapidly accelerating the industry growth in new vectors

#1



BOTTOM OF FUNNEL FOCUS

- eCommerce sales initiatives from media and content investment.
- Renewed demand for data-driven AdTech and performance specialists.

#3



PLATFORM-CENTRIC IMPLEMENTATION

- Shift towards existing and emerging walled gardens e.g., Facebook, Google, Tiktok, Line and other Super Apps.
- Pegging on enterprise platforms to build capabilities e.g. Google Marketing Platforms, CDP, Teradata.

#2



ACTIVATION OF 1ST PARTY DATA

- First-party data use is seen as a hedging strategy when third-party data use is limited.
- Shift towards public cloud and MarTech availability creates opportunities for activation.

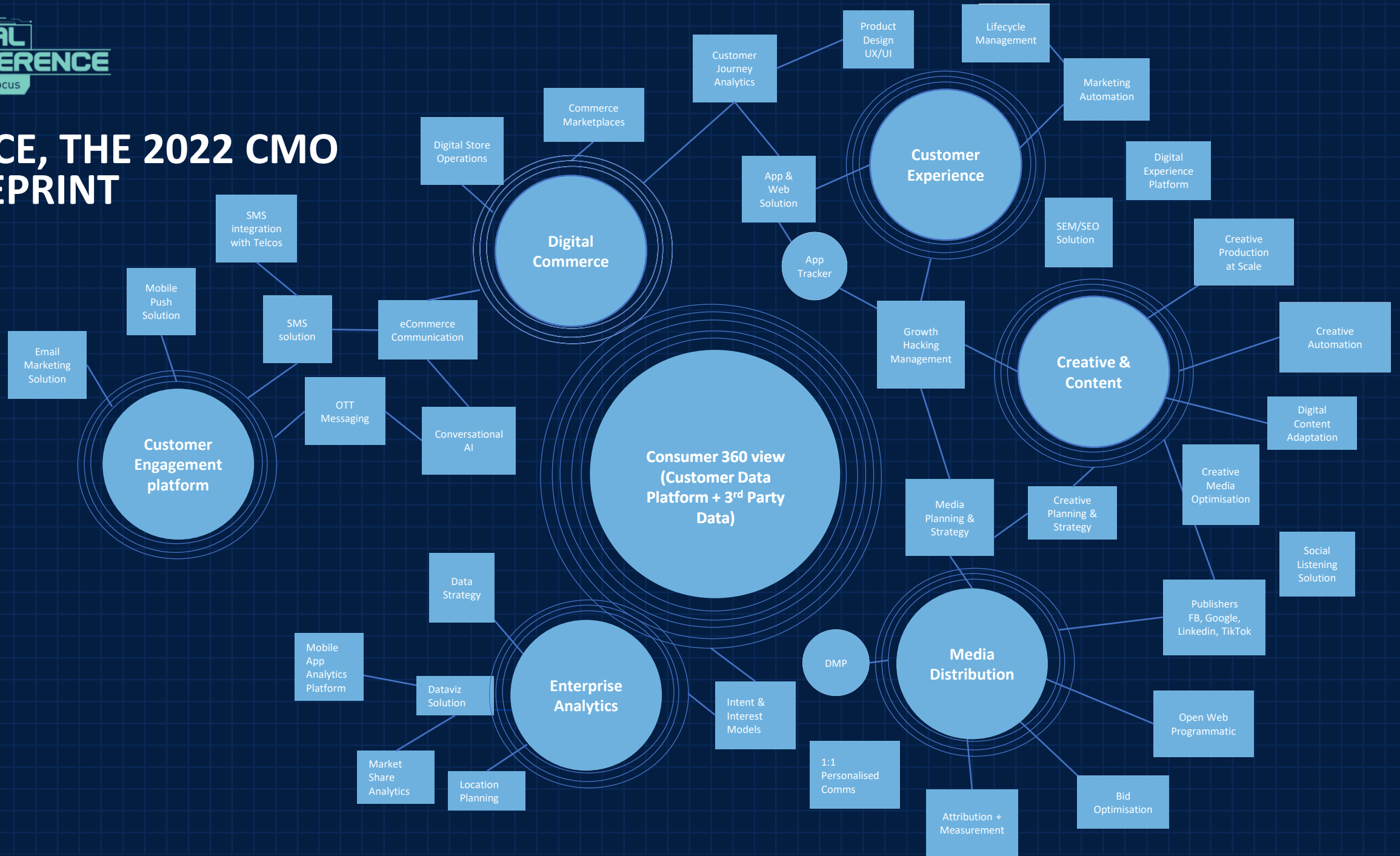
#4



NEXT GENERATION MESSAGING

- Conversational two-way messaging between brands and consumers via WhatsApp, Viber, Line.
- Multi-channel messaging with usage of bots in enterprises.

HENCE, THE 2022 CMO BLUEPRINT





AND LEVERAGE **AI & ML**
TO GAIN COMPETITIVE ADVANTAGE

IMPEDIMENTS TO AI ADOPTION

BARRIERS TO ADOPTION	PERCENTAGE OF RESPONDENTS
Lack of education and training	70%
Lack of awareness	46%
Lack of resources	46%
Lack of talent with the right skill sets	43%
Lack of strategy	42%
Lack of understanding	38%
Lack of technology infrastructure	35%
Lack of the right data	31%

70% of marketers lack AI education and training.

Source:
2021 State of Marketing AI Report

2022 AI IMPERATIVES

The application of AI in the marketing stack is growing

AI-LED DEEP LEARNING

Autonomous Media Execution,
Conversational AI, 1:1 Personalised Content

CREATIVE & AI PARTNERSHIP

Automation in Content, Site
Personalisation, Creative-at-Scale

MEDIA AUTOMATION

Uncovering Insights, Programmatic Media
Buying, Segmentation

CRM

Media Distribution

Consumer Models

MarketMuse

rasa

frase

grammarly

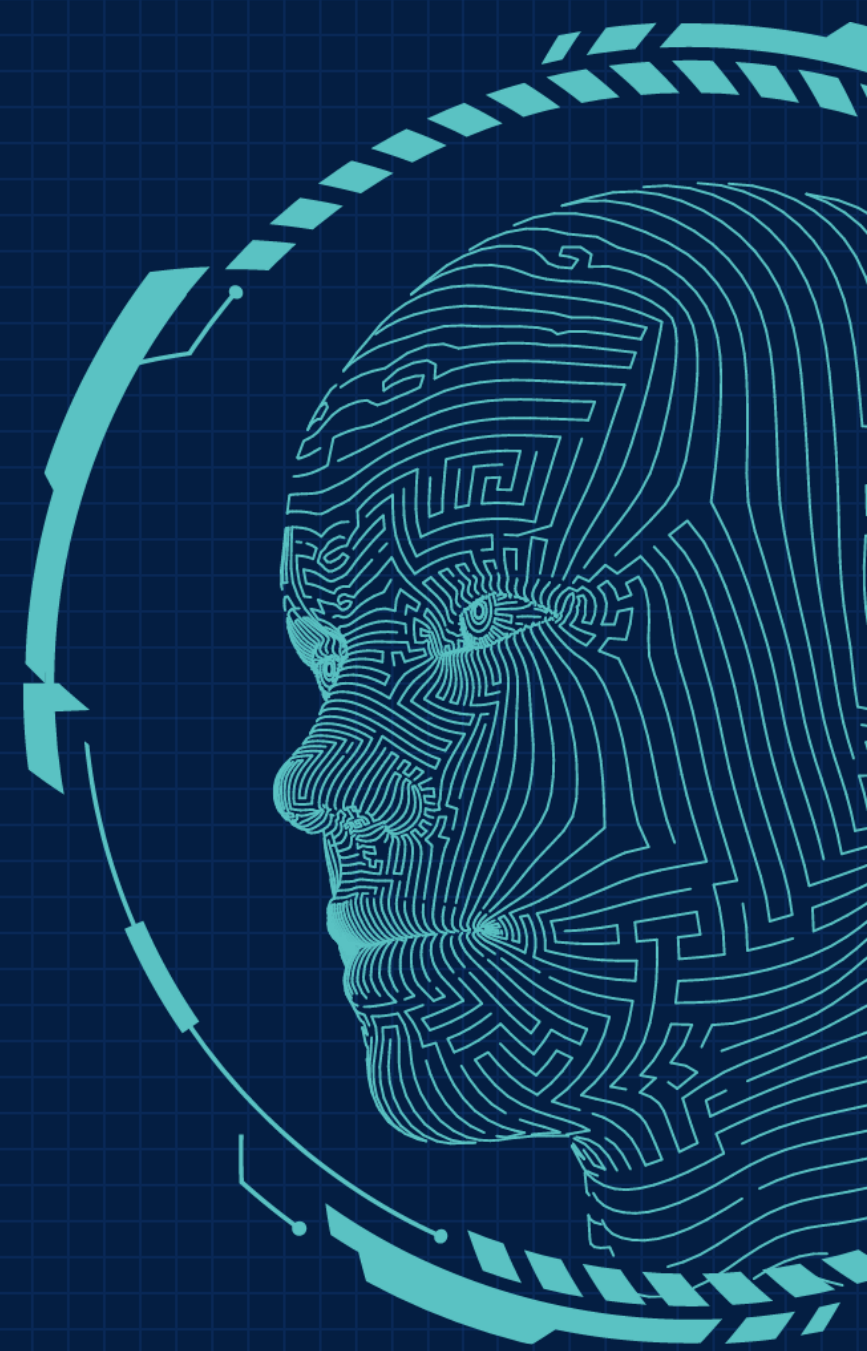
Jarvis

HyperWrite

albert™

[PERSADO]

***AND WE NEED TO START PLANNING
FOR A NEW DIGITAL FRONT:
THE METAVERSE***



Embark on your digital voyage with us!

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